



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, August 18, 2015 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: July 28, 2015**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Farmers' Market Manager Report**
7. **Merchant Co-op Program**
 - a. **2016 In-Concierge Book**
 - b. **Daytona Cubs Advertising Trade**
8. **Discussion: Farmers' Market SNAP Program Update**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, July 28, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, July 28, 2015, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Robert Abraham, Chairman
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Ms. Sheryl Cook, Vice Chair

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:10 a.m.

2. Roll Call

Roll was called and members were noted present as stated above.

3. Approval of Minutes: Regular Meeting: June 23, 2015

Board Action:

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of June 23, 2015. Ms. White seconded the motion and it was approved unanimously (4-0).

4. Public Comments

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report which was included on Page 8 of the packet.

6. **Farmers' Market Manager Report**

Mr. Jeffries presented the report which was included on Page 11 of the packet.

7. **Riverfront Shops of Daytona Beach Quarterly Report**

Keith Gold, Gold & Associates, presented the report which was included on Page 13 of the packet.

Public comments:

Al Smith stated the same photos has been on Facebook for about a year. He stated instead of paying someone to take new photos, photos of events that he has coordinated in the downtown could be used on the website.

Mr. Jeffries stated event images were posted on the website in the gallery.

8. **Riverfront Shops of Daytona Beach Campaign - FY 2015/16**

Mr. Jeffries stated the proposed budget has been reduced in marketing by \$2,000. Mr. Jeffries stated the goals for next year are to upgrade the website; improvement to the graphics on the website; have new professional photos taken and used on the website; improve merchant responsiveness through assignment of an intern; and rack card management by an outside firm.

Mr. Jeffries stated the budget proposed included \$34,000 for the Riverfront Shops campaign which included a request of \$15,000 from the CRA. Mr. Jeffries stated he also proposed reducing the BrightHouse advertising to \$11,900.

Mr. Gold stated he conducted a merchant survey which was included on Page 17 of the packet. Mr. Gold stated the survey shows the merchants did not feel the palm cards were effective. He stated the merchants felt radio and News-Journal advertising was effective. Mr. Gold stated the merchants indicated they would like to participate in some type of DDA website advertising and pay \$100 or less per month for such advertising. Mr. Gold stated the merchants indicated they would like to see the kiosk and website updated more frequently. He stated merchants indicated they would like to have street closings during special events and would also like restrictions placed on outside vendors during special events. He stated concerns were expressed about parking and the homeless.

Ms. Kozinski stated she feels merchants should be made aware of the DDA's budget and the limited amount that was available.

Mr. Jeffries stated the budget was part of the information the intern will share with the merchants.

Mr. Gold suggested updating the merchants on the budget in the e-newsletter. He stated the results of the merchant survey would also be included.

Public comments:

Johnnie Ponder, 413 Maley, stated merchants should attend the DDA meetings so they are aware of what the DDA was doing.

Break in the meeting: There was a recess at 8:53 a.m. and the meeting reconvened at 8:58 a.m.

9. **Proposed FY 2015/16 Downtown Event Schedule**

Mr. Jeffries outlined the proposed event funding levels for FY 2015/16 which were included on Page 22 of the packet. Mr. Jeffries stated the request was sent to the CRA to help with fees for the events.

Public Comments:

Al Smith stated the Halifax Art Festival was a successful event and he plans to coordinate an art festival to be held in the spring. He stated in order to arrange such an event more capital than he was able to commit to such an event was needed and he will need funds to help with the prize money. He asked the DDA to consider funding for such an event.

Mr. Abraham expressed concern about allocating funds for an additional event. He stated perhaps adjustments could be made in the budget later.

Ms. White stated she did not feel a decision would have to be made right now.

Mr. Jeffries stated the budget could be amended throughout the year.

Mr. Jagger stated if the list was approved, that would be the events for which funds are allocated; however, an event sponsor could come back and request reallocation.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve the proposed event schedule and budget for FY2015/16 in accordance with the staff report as presented. The motion carried unanimously (4-0).

10. **Discussion: Separation of Downtown Events**

Mr. Abraham stated concern had been expressed by a promoter about having two similar events within a short period of time.

Helen Riger, Cultural Services, outlined Ordinance No. 13-183 and the accompanying resolution which outlined criteria for permit approval of events. Ms. Riger stated if a date was available, an event could be scheduled if it meets the criteria outlined in the ordinance. She stated there was nothing that would permit a request to be declined.

Ms. Kozinski asked about the consequences if a promoter interfered with another event.

Ms. Riger stated the promoter would be made aware of the concerns.

Al Smith stated he coordinated the Spirit of the Auto show and another auto show was held within 6 weeks of his event. He stated having a similar event so close in time to his put his event in jeopardy.

Mr. Abraham stated Ms. Riger has stated there was nothing that can be done to deny an application if an event meets the criteria.

Mr. Jagger stated suggesting to amend the ordinance to prohibit similar events within a specified period of time creates legal issues. Mr. Jagger stated if an event meets the criteria, the City has no choice but to grant a permit.

Ms. Kozinski asked if the ordinance would have to be amended for events held city-wide or if something could be adopted specifically for the downtown.

Mr. Jagger stated the DDA could regulate time, place, and manner of an event and a regulation could possibly be put in place for a small area.

Mr. Abraham stated he felt it would be difficult to craft an ordinance to limit certain events within a timeframe.

A suggestion was made that perhaps events could be limited such as stating that automobile events can only be held on park property once a year and not state a specific event but address potential damage to property.

Mr. Jagger stated maintenance issues would be a legitimate basis for limiting events but there are other issues.

Mr. Abraham stated there would then be problems as to who reserved a space first.

Johnnie Ponder stated the deadline for submittal of applications should be adhered to.

Ms. Riger stated the deadline was followed; however, the City Manager does have the ability to extend a deadline.

11. Discussion: Farmers' Market SNAP Program Update

Mr. Jeffries stated Halifax Health was trying to tie their involvement with the SNAP program into other advertising activities they are involved with throughout the community. Mr. Jeffries stated he would like to make a presentation to Florida Health as another option.

Ms. White asked if CRA funds can be used to fund the SNAP program.

Mr. Jagger stated he will have to review the CRA funding requirements and make a determination on that.

12. Board Comments

Mr. Jeffries stated a joint meeting between the DDA and the Downtown Redevelopment Board has been scheduled for 4:00 p.m. on August 13. He stated items to be discussed include parking, capital projects, potential development, and incentive programs.

Mr. Jeffries stated the public hearings on the budget will be held on September 9 and September 23 and the DDA meeting will be held on September 23 at 4:00 p.m.

The Board discussed changing the date of the August DDA meeting due to scheduling conflicts of the Board members.

Mr. Hopkins thanked Mr. Gold for the excellent report that he presented at the meeting. He also thanked Ms. Riger for attending and providing input on the scheduling of events.

Ms. White stated the Safe Harbor project for the homeless was moving along and encouraged the Board to continue to promote the project.

Ms. Kozinski asked for a representative of the Police Department to attend the next meeting of the DDA to discuss concerns in the downtown area, such as prostitution and battery on merchants.

Mr. Jeffries stated Public Works was working on rewiring the outlets on Beach Street.

Johnnie Ponder asked if anyone was taking pictures of the homeless in the downtown area. She also stated people who address the City Commission at City meetings should be respectful.

12. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:12 a.m.

Robert Abraham, Chairman

Becky Groom. Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: August 14, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through August 14, 2015.

Note: The budget status reflects the budget transfers approved last month. The Downtown Marketing line item is overspent. A request has been submitted for the CRA to cover Riverfront Shops TV advertising expenses (\$14,800) for the year.

BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 8/14/15	Balance
Contract Services	\$ 1,000	\$ 768.25	\$ 231.75
Supplies	\$ 2,020	\$ 1,529.45	\$ 490.55
Care and Subsistence	\$ 300	\$ 182.81	\$ 117.19
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 4,450	\$ 3,613.57	\$ 836.43
Professional Services	\$ 38,400	\$ 35,200.00	\$ 3,200.00
Co-op Marketing	\$ 23,250	\$ 21,302.00	\$ 1,948.00
Downtown Marketing	\$ 14,000	\$ 23,060.40	\$ (9,060.40)
Downtown Events	\$ 30,500	\$ 25,286.72	\$ 5,213.28
Total	\$ 114,370	\$ 111,363.20	\$ 3,006.80

Notes:

Note: Appropriations reflect budget transfers approved at January 27, 2015 and June 23, 2015 meetings.

Farmers' Market Activities

Revenues	Projection	Received to Date As of 8/14/15		Balance
Vendor Revenue	\$ 35,750	\$ 23,858.00		\$ 11,892.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	\$ 36,950	\$ 23,858.00		\$ 13,092.00

Expenses	Appropriation	Spent to Date of 8/14/15		As Balance
Market Manager	\$ 16,000	\$ 12,505.00		\$ 3,495.00
Supplies	\$ 500	\$ 395.55		\$ 104.45
Liability Insurance	\$ 1,250	\$ 1,088.56		\$ 161.44
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 15,200	\$ 6,634.00		\$ 8,566.00
Market Events	\$ 1,500	\$ -		\$ 1,500.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	\$ 36,950	\$ 22,123.11		\$ 14,826.89

Profit/Loss	\$ 1,734.89
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Farmers' Market Revenue Comparison

	2012/13		2013/14		2014/15		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October	\$ 2,440	53	\$ 2,728	58	\$ 2,085	47	-23.6%
November	\$ 2,516	54	\$ 2,946	63	\$ 2,189	49	-25.7%
December	\$ 2,619	55	\$ 2,854	62	\$ 2,308	51	-19.1%
January	\$ 2,680	58	\$ 2,678	59	\$ 2,456	54	-8.3%
February	\$ 2,604	57	\$ 2,396	53	\$ 2,439	53	1.8%
March	\$ 2,754	58	\$ 2,691	60	\$ 2,322	52	-13.7%
April	\$ 2,883	63	\$ 2,586	58	\$ 2,306	52	-10.8%
May	\$ 2,840	62	\$ 2,646	59	\$ 2,247	50	-15.1%
June	\$ 2,751	57	\$ 2,179	48	\$ 2,307	51	5.9%
July	\$ 2,173	49	\$ 1,946	49	\$ 2,086	52	7.2%
August	\$ 2,353	48	\$ 1,832	48			
September	\$ 2,299	47	\$ 1,873	45			
Total	\$ 30,912		\$ 29,355		\$ 22,745		-10.1%

Downtown Events

Revenues	Projection	Received to Date As of 8/14/15	Balance
Vendor Revenue	\$ 2,700	\$ -	\$ 2,700.00
Sponsorships	\$ 11,000	\$ -	\$ 11,000.00
Total	\$ 13,700	\$ -	\$ 13,700.00

Expenses	Appropriation	Spent to Date As of 8/14/15	Balance
Event Manager	\$ 5,400	\$ 1,278.00	\$ 4,122.00
Professional Services	\$ -	\$ -	\$ -
Event Music	\$ 7,200	\$ 800.00	\$ 6,400.00
Equipment	\$ -	\$ -	\$ -
Supplies	\$ 1,100	\$ 2.69	\$ 1,097.31
Total	\$ 13,700	\$ 2,080.69	\$ 11,619.31

Profit/Loss	\$ (2,080.69)
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AGENDA ITEM: 7

THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: August 14, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 2016 In-Room Concierge Book Funding

For the past few months, Deb Smith, See Coastal Media, Inc. has been working with staff to identify merchant participants in the In-Room Concierge Book. As of August 14, eight merchants have committed to participating in the book. There are several merchants still pending with their decision to participate. Based on the response, staff is recommending a four page buy in the In-Room Concierge Book for 2016. See Coastal Media, Inc. has submitted a proposal of \$16,907 for the four pages.

Revenue:

	Confirmed	Pending
Merchant Participation:	\$6,000	\$3,500
Downtown CRA	\$1,975	
Farmers' Market:	\$1,000	
Daytona Cubs Trade:	\$1,975	
Total:	\$10,950	

Expense (In Room Concierge Book): \$16,907

The Daytona Cubs are proposing a trade of advertising value with the DDA, similar to the request for the last three years. The Cubs would place a ½ Page black & white Riverfront Shops of Daytona Beach ad in the game-day program. The Cubs have 70 scheduled home games during a season with an average attendance of 2,500. The game attendance includes fans with similar demographics that are targeted for the Riverfront Shops of Daytona Beach and the Cubs are listed as an attraction for Downtown.

In return the DDA would advertise the Daytona Cubs in the following materials:

- 2 Spaces in In-Room Concierge Book
- Feature Ad on the DDA website

The DDA has \$26,000 budgeted in the Merchant Co-op line item for FY 2015/16.



Insertion Order

This authorization is to insert advertising as follows:

New New Contact Renewal Superseding



Terms & Conditions

AD DEADLINES are strictly enforced. Advertiser must notify Publisher of ad changes prior to space close date if Publisher is to make changes or supply ad changes to mechanical specifications prior to materials due date. Changes received after materials due date will be processed if possible (at Publisher's discretion); otherwise previous advertisement will be rerun.

AD CONTENT - Publisher reserves the right to refuse content or advertising incompatible with publication's character.

Advertiser is completely and solely responsible for advertising content. Advertiser shall indemnify and hold Publisher harmless against any demands, claims or liability resulting from the publishing Advertiser's ad regardless of who created the advertisement.

AD ERRORS - If Publisher or Printer commits an error in printing Advertiser's ad, Publisher will not under any circumstances be liable for more than the cost of the space occupied by the error. If error is one of omission, ad will publish in the next issue. If there are any errors in listings or free value added items, advertiser is still responsible for 100% of the cost of the ad.

DIGITAL ADS must adhere to Publisher's specifications. Publisher is not responsible for errors from improperly prepared advertisements, those submitted without a proof, and/or changes to ads Publisher makes at advertiser's request. Incorrect orientation or sizes not corrected by advertiser will be corrected at Publisher's discretion at no risk to Publisher.

ADVERTISEMENT DESIGN/PRODUCTION Ad may be produced at no charge if IO is not agency commissionable. All materials designed by Publisher are exclusively for use in its publications. NO ADDITIONAL CHARGES for first 3 proofs. Additional proofs \$50.

CANCELLATION requests are due in writing, by certified return receipt to address below, 30 days, prior to space close date indicated herein. For Agreement cancellations or breaches, Advertiser will be charged at Earned Rate.

EARNED RATE - Advertisers billed at the two issue earned rate will have the rate adjusted to the one time rate and will be re-invoiced for the difference in the event that the Advertiser does not complete the contracted 2nd issue. One time rate for one issue is 20% higher than the two time rate, for non premium positions. Premium position one time rate is 40% higher than rate card rates. Mixed sizes of ads in a campaign are calculated individually for earned rates.

AD PLACEMENT, unless specified herein, is at Publisher's discretion.

PUBLICATION DATES are estimates. Publisher is not liable for time-sensitive advertising.

AUTHORITY Signatory represents and warrants to have the authority to execute this Agreement and shall indemnify Publisher for any lack thereof.

VENUE for judicial proceedings to enforce any provision of this contract including actions for nonpayment will be settled in Volusia County, FL. In the event Advertiser and/or Agency default or are otherwise late in payment, Advertiser and/or Agency shall be totally liable for all collection expenses including but not limited to reasonable attorney's fees and court costs incurred by Publisher.

PAYMENT TERMS - For all new business first monthly installment is due with this order. Future payments are due by credit card each month or if credit is approved, payment is due upon invoice each month. Accounts delinquent 30 days will be billed to credit card on file. A finance charge of 1.5% per month is added to balances 30 days or more overdue. PayPal available for your convenience on pre-approved credit.

BILLING WILL BE ISSUED IN THE MONTHS INDICATED.

IO v1_2/18/2014

Advertiser: DAYTONA DEVELOPMENT AUTHORITY **Date:** 8/14/15

Advertiser Address: 301 S. Ridgewood Ave., Daytona Beach, 32114

Corporate Name: The City of Daytona Beach

Ad Agency: Gold and Associates for Creative

Contact Name & Title: Jason Jeffries, Project Manager

Billing Address: PO Box 2451

City: Daytona Beach **State:** FL **Zip:** 32115

Telephone: 386-671-8183 **Fax:** 386-671-3348

E-Mail: JeffriesJ@codb.us **Invoice:** E-Mail

Publication: In-Room Concierge Daytona Beach

Ad Size: 2 1 2/3 1/2 1/3 1/4 1/8 1/6 V H Bleed **Other:** 4 PAGES

Issue 1 Year: 20 15-16 Close Date: 8 / 7 / 20 15 Materials Due: 8 / 14 / 20 15

Installment billing months: J F M A M J J A S **O** N D

Gross Monthly Rate: \$ _____ To be billed at \$ 16,907 NET Per mo for 1 months

Ad Size: 2 1 2/3 1/2 1/3 1/4 1/8 1/6 V H Bleed **Other:** _____

Issue _____ Year: 20 _____ Close Date: _____ / _____ / 20 _____ Materials Due: _____ / _____ / 20 _____

Installment billing months: J F M A M J J A S O N D

Gross Monthly Rate: \$ _____ To be billed at \$ _____ NET Per mo for _____ months

Net Includes: Multi-Market -5% _____ %

If paid by _____ -4% ANNUAL Pre-pay (checks only) \$ _____ saving \$ _____

Position: None Back Cover Inside Front Cover

Inside Back Cover Other: _____

Special Instructions: _____

Section: Activities Dining Shopping Special Section _____

Check all that apply & attach:

Coupon Map Printed data listing "What's New" Web Data Listing Press release Additional web

NOTES: _____

Changes and cancellations must be in writing and will be effective with first available issue based on space close date indicated. Covers, other premium and specified positions purchased require a 90 day written cancellation notice.

First Payment Required for all new Advertisers, or credit application:

Check received for first PMT # _____ Credit card authorization on separate form.

For future invoices, credit card will be billed if monthly payment is not received within 30 days.

THIS AGREEMENT is binding upon the execution of the parties and cannot be changed by any verbal instruction. This agreement is subject to the fact the Advertiser/Corporation has read, understands and agrees to all terms and conditions stated herein.

Authorized signature of advertiser Date

Print Name _____ Title _____

OFFICE USE ONLY

Sales Representative: _____ Tearsheet (Agencies only) _____

Publisher Acceptance: Deb Smith 386-562-2213 Split with _____

Date 8/14/15